

# MINUTES

REGULAR MEETING OF  
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION  
THURSDAY, NOVEMBER 20, 2008  
7:30 PM

1. CALL TO ORDER AND ROLL CALL

Chair Zuppan called the meeting to order at 7:30 p.m.

Present: Chair Zuppan. Commission Members: Lindsey, Milgram, and Ryan

Absent: Commission Members: Bonta and Dahlberg

Vacancy: (3)

Staff: Eric Fonstein and Rosemary Valeska

The Chair announced that the EDC could take no official action at this meeting due to lack of a quorum.

2. MINUTES

2.a. Minutes of the Regular Meeting of October 16, 2008

This item will be rescheduled for the next Regular Meeting.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS – PUBLIC

(None)

5. UNFINISHED BUSINESS

(None)

6. NEW BUSINESS

6. a. Presentation by SRM Associates Regarding Harbor Bay Business Park

Joe Ernst of SRM Associates, and president of the Harbor Bay Business Park Association, gave the presentation. Mr. Ernst recapped the history of the business park. Proximity to the Oakland Metro market has been a key to its success and the opening of Ron Cowan Parkway has had a major impact. SRM has been focused on the owner/user and build-to-suit buyers are still showing interest in spite of the economic downturn. Harbor Bay Business Park is home to several of Alameda's major employers including

our largest private employer, Abbott Diabetes Care. Commercial brokers see Harbor Bay as a viable alternative to Berkeley/Emeryville or Hayward/San Leandro. Harbor Bay rents are 20 to 30 percent less than in Downtown Oakland or Emeryville. The business park runs an express shuttle to and from BART. The Chair opened up the floor to Commission Member comments or questions. Commission Member Milgram asked Mr. Ernst if there was any additional thing that the City could do to help. Mr. Ernst responded that this would be discussed at the business park's next board meeting. He added that Development Services has been helpful in getting companies through the permit process quickly and that Alameda has done a good job in making companies feel welcome. Commission Members Lindsey and Ryan had no questions. The Chair thanked Mr. Ernst for appearing at this meeting and keeping the EDC informed about what they can do. This item was presented for information, only; no EDC action was requested.

6. b. Presentation by East Bay Economic Development Alliance  
Regarding Regional Business Recruitment Efforts

Mr. Fonstein introduced East Bay EDA Executive Director Bruce Kern. Mr. Kern explained how East Bay EDA is involved in business attraction and business recruitment on behalf of its member agencies. They go on trade missions overseas to encourage job investment in the East Bay. They created the Bay Area East Shore pact to promote the inner East Bay as its own brand. The member cities of Bay Area East Shore are Alameda, Berkeley, Emeryville, Oakland, and San Leandro. They also attend trade shows. One upcoming trade show will be in Anaheim for medical devices companies. Mr. Kern distributed copies of East Bay EDA's energy packet. They are in contact with UCLA/Anderson to look at the next four quarters. They work closely with Beacon Economics and helped sponsor Beacon's recent forum in Oakland. Mr. Kern showed a sample copy of East Bay EDA's annual benchmark report, which includes an analysis of government, the private sector, and the non-profit sector. They emphasize the need for universities and K-12 to focus on workforce development, as 40 percent of the workforce is expected to retire within the next ten to 15 years. Mr. Kern then gave a PowerPoint presentation (a copy is attached for reference). The Chair then opened up the floor to Commission Member comments or questions. Commission Member Ryan and Lindsey stated positively to the presentation. Commission Member Milgram asked about the international outreach. Mr. Kern responded that they visit foreign countries with major operations here, e.g., Toyota. Mr. Kern added that East Bay EDA is always looking for products that add value and capacity in matching referrals from the State to the appropriate market. They are also in the process of refining their website. The Chair thanked Mr. Kern for his presentation. This item was presented for information, only; no EDC action was requested.

6. c. Endorse the Parking Management Strategy for the Park Street and West Alameda Business Districts

This item will be rescheduled for the next Regular Meeting.

6. d. Consider the Cancellation of the December 18 Regular Meeting

The Chair stated that she will discuss this with staff in the near future; however, no official action could be taken at this meeting.

7. REPORTS

(None)

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

8.b. Redevelopment Magazine

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- Commission Member Ryan stated that Dan's Produce had recently been recognized as the "Best Produce Market in the Bay Area."
- Commission Member Ryan noted that at the last Alameda Towne Centre presentation to the EDC, Mr. Corbitt had stated that restaurants were being planned for the carwash site. Commission Member Ryan stated that Lark Creek might be interested in that location. Mr. Fonstein stated that he would follow up with Mr. Corbitt regarding this.
- Commission Member Lindsey had no further comments or questions.
- Commission Member Milgram asked about responses to the Development Services Director's recent business outreach letter. Mr. Fonstein responded that he had not yet heard about any responses. He added that he will be scheduling site visits starting in January.
- The Chair asked about getting a link on the City's website to East Bay EDA's website.
- Mr. Fonstein reported that the Bay Area East Shore joint marketing program was now on hold. Starting in 2009, East Bay EDA will expand its marketing of the region as a Green Corridor. The marketing will be along the lines of how we kept Therasense (now Abbott Diabetes Care) in Alameda a few years ago.
- Mr. Fonstein had a response to Commission Member Bonta's question at the last meeting regarding the ratio provided by Mr. Keliher of Suncal – 1 job per 300 square feet. Mr. Fonstein stated that this ratio would apply for an office site. For retail the ratio would be one job per

400 square feet. For industrial, the range would be one job per 400 – 800 square feet, depending upon the type of industry.

- Mr. Fonstein reported that in response to Prologis's recent press release regarding suspending activity on projects not yet under construction, Catellus's projects are to be reviewed on a case-by-case basis. A meeting will be held on November 25 to determine the status of Alameda Landing. Mr. Fonstein stated that he would schedule an Alameda Landing presentation to the EDC early in 2009.

#### 10. ADJOURNMENT

The meeting was unanimously adjourned at 8:20 p.m.

Respectfully submitted,

Rosemary Valeska  
EDC Recording Secretary

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